



WEWS

ORDER

Flight Dates **09/26/12-10/02/12**

Contract / Revision **312276 /** **NEAFCPE OH TV 9.26-10.2.12**

Original Date / Revision
09/27/12 09/27/12 Agency Com 15%

Advertiser **NEA Fund for Children and I**
1322 G Street SE
Washington, DC 20003

Agency **New Media Firm**

Buying Contact
1322 G Street SE
Washington, DC 20003
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **1664**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share 100% Market Value 69525

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| September 2012 | 19 | \$30,876.25 | \$36,325.00 | 0.00 | 08/27/12 | 09/30/12 | 19 | \$30,876.25 | \$36,325.00 |
| October 2012 | 18 | \$28,220.00 | \$33,200.00 | 0.00 | 10/01/12 | 10/02/12 | 18 | \$28,220.00 | \$33,200.00 |
| Totals | 37 | \$59,096.25 | \$69,525.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 1 | WEWS | 09/26/12 | 10/02/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | MTWTF-- | :30 | 2 | \$1,300.00 | P-1 | 0.00 | NM | 3 | \$3,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | --W-F-- | 2 | | \$1,300.00 | | 0.00 | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | 1 | | \$1,300.00 | | 0.00 | | | | | | |
| 2 | WEWS | 09/26/12 | 10/02/12 | | CM | 7-9a | MTWTF-- | :30 | 2 | \$1,600.00 | P-1 | 0.00 | NM | 4 | \$6,400.00 |



WEWS

Print Date: 09/28/12

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Contract / Revision **312276** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.26-10.2** Estimate # **1664**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F GMA 7-9a | | | | | | | | | | | |
| | | | | M-F GMA 7-9a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | --WT--- | | | | | 2 | \$1,600.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | MT----- | | | | | 2 | \$1,600.00 | | 0.00 | | | |
| E 3 | WEWS | 09/26/12 | 10/02/12 | M-F 9-10a | CM | 9-10a | MTWTF-- | :30 | 2 | \$1,200.00 | P-1 | 0.00 | NM | 4 | \$4,800.00 |
| | | | | M-F 9-10a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | --W-F-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | MT----- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| E 4 | WEWS | 09/26/12 | 10/02/12 | M-F 10-11a | CM | 10-11a | MTWTF-- | :30 | 1 | \$1,200.00 | P-1 | 0.00 | NM | 1 | \$1,200.00 |
| | | | | M-F 10-11a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | -T----- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 5 | WEWS | 09/26/12 | 10/02/12 | M-F 12-1230pm News | CM | 12-1p | MTWTF-- | :30 | 1 | \$1,800.00 | P-1 | 0.00 | NM | 3 | \$5,400.00 |
| | | | | 12-1230p News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | MT----- | | | | | 2 | \$1,800.00 | | 0.00 | | | |
| 6 | WEWS | 09/26/12 | 10/02/12 | M-F 2-3p | CM | 2-3p | MTWTF-- | :30 | 1 | \$1,800.00 | P-1 | 0.00 | NM | 2 | \$3,600.00 |
| | | | | 2-3pm General Hospital | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | --W---- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | M----- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| 7 | WEWS | 09/26/12 | 10/02/12 | M-F 3-4p Katie | CM | 3-4p | MTWTF-- | :30 | 1 | \$1,800.00 | P-1 | 0.00 | NM | 1 | \$1,800.00 |
| | | | | M-F 3-4p Katie | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | -T----- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 8 | WEWS | 09/26/12 | 10/02/12 | M-F 5-6p News | CM | 5-6p | MTWTF-- | :30 | 1 | \$2,000.00 | P-1 | 0.00 | NM | 2 | \$4,000.00 |
| | | | | M-F 5-6p News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | -T----- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| 9 | WEWS | 09/26/12 | 10/02/12 | M-F 6-630p News | CM | 6-630p | MTWTF-- | :30 | 2 | \$3,000.00 | P-1 | 0.00 | NM | 3 | \$9,000.00 |
| | | | | M-F 6-630p News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | --W-F-- | | | | | 2 | \$3,000.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | M----- | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| E 10 | WEWS | 09/26/12 | 10/02/12 | M-F 7-730p | CM | 7-730p | MTWTF-- | :30 | 1 | \$2,500.00 | P-1 | 0.00 | NM | 2 | \$5,000.00 |
| | | | | 7-730p The List | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | -T----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| 11 | WEWS | 09/26/12 | 10/02/12 | M-F 730-8P | CM | 730-8p | MTWTF-- | :30 | 2 | \$2,500.00 | P-1 | 0.00 | NM | 2 | \$5,000.00 |
| | | | | 730-8p Let's Ask America | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | --W-F-- | | | | | 2 | \$2,500.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| 12 | WEWS | 09/26/12 | 10/02/12 | M-SU 11-1135P Late News | CM | 11-1135p | MTWTFSS | :30 | 1 | \$4,000.00 | P-1 | 0.00 | NM | 2 | \$8,000.00 |
| | | | | M-SU 11-1135P Late News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

